

From: [REDACTED]
To: Silverman, Bn (NBC Universal); Graboff, Marc (NBC Universal)
Sent: Wed Feb 27 21:49:26 2008
Subject: No Subject

Ben and Marc --

Here's a way to solve your Jay Leno problem, improve your primetime ratings, save untold development costs and make a gazillion dollars at the same time.

Starting in 2009, strip Jay Leno at 10 o'clock, Monday thru Friday. It should be good for a 4 to a 5 demo rating - for a fraction of what you're currently spending. What's more, you'll be providing twice as much original programming on an annual basis.

This would represent a bold new business and creative model -- something that network television desperately needs at this time.

It would also make Jay Leno the highest paid star in the history of television -- and a couple of real trailblazers out of you guys.

Just a thought...

Best,
Fred